



Natural Category Insights

July 2023

Category status based on average outbound service level of overall category :

● 0% - 74%

● 75% - 84%

● 85% - 100%

Category Status	Category	Updates	Expected Recovery to UNFI
●	BEVERAGES: NEW AGE	Just Ice Tea: Service level challenges not expected	
		Poppi: Demand outpaced production, now at good production level.	July 23
		Liquid Death: Service level challenges not expected	
●	BEVERAGES: SOFT DRINKS AND MIXERS	Zevia: Pack change transition, recovery PO's in transit	
		Fever-Tree: Service level challenges not expected	
		Poppi: Demand outpaced production, now at good production level.	July 23
●	COOKIES	Annie's Homegrown: Service level challenges not expected	
		Tate's Bake Shop: Service level challenges not expected	
		Simple Mills: Service level challenges not expected	
●	CANDY: SPECIALTY	Chocolove: Short term impact on limited sku's and timing of production	Septmeber 23
		Unreal: Short term impact on limited sku's and timing of production	August 23
		Hu: Impacted by Cookies and Crackers being phased out by supplier	August 23
●	NUTRITIONAL CONVENIENCE: SINGLE-SERVE BARS AND SNACKS	Clif Bar: Service level challenges not expected	
		Gomacro: Service level challenges not expected	
		Rxbar: Shelf life production delays	July 23



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●	FROZEN PREPARED FOODS	Amy's: Service level challenges not expected	
		Saffron Road: Service level challenges not expected	
		Gardein: Service level challenges not expected	
●	DRY BAKING	Bob's Red Mill: Service level challenges not expected	
		Enjoy Life: Service level challenges not expected	
		King Arthur Baking Company: Service level challenges not expected	
●	FROZEN BREAD DOUGH PASTA	Canyon Bakehouse: 3rd party warehouse (Americold) disruptions	July 23
		Food For Life: Service level challenges not expected	
		Rudi's Organic Bakery: Service level challenges not expected	
●	PEANUT BUTTER AND PRESERVES	Justin's: Service level challenges not expected	
		Crofters: Service level challenges not expected	
		Bonne Maman: Service level challenges not expected	
●	CEREAL READY TO EAT	Cascadian Farm: Service level challenges not expected	
		Nature's Path: Raw ingredient & production constraints	September 23
		Purely Elizabeth: Service level challenges not expected	



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●	ICE CREAM	Ben & Jerry's: Service level challenges not expected	
		Talenti Gelato E Sorbetto: Service level challenges not expected	
		Alden's Organic: Service level challenges not expected	
●	REFRIGERATED JUICES AND DRINKS	Olipop: Sporadic cuts due to demand surpassing production	July 23
		Gts: Service level challenges not expected	
		Health-Ade: Service level challenges not expected	
●	ASIAN	San-J: Service level challenges not expected	
		Gimme Seaweed Snacks: Service level challenges not expected	
		Thai Kitchen: Service level challenges not expected	
●	SALTY SNACKS: RTE (MULTI SERVE & MULTIPACK)	Siete: on allocation due to demand exceeding supply	July 23
		Kettle Brand: Service level challenges not expected	
		Lesser Evil: Pack change transition, recovery PO's in transit	July 23
●	CONDIMENTS	Primal Kitchen: Service level challenges not expected	
		Bubbies: Service level challenges not expected	
		Grillo's Pickles: Service level challenges not expected	



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●	SALAD DRESSING	Primal Kitchen: Service level challenges not expected	
		Sir Kensington's: Service level challenges not expected	
		Brianna's: Service level challenges not expected	
●	OILS AND SHORTENING	Spectrum Naturals: Service level challenges not expected	
		California Olive Ranch: Service level challenges not expected	
		Lucini Italia: Service level challenges not expected	
●	ALTERNATIVE SALTY SNACKS	Wonderful Pistachios: Service level challenges not expected	
		Chomps: Service level challenges not expected	
		Epic: Raw material sourcing	September 23
●	YOGURT	Stonyfield Organic: Grass fed greek-capacity and milk supply - demand outpacing produciton	August 23
		Siggi's: co-manufacturer is experiencing a temporary capacity constraint	July 23
		Chobani: Service level challenges not expected	
●	CHEESE	Daiya Foods Inc: Service level challenges not expected	
		Organic Valley: Service level challenges not expected	
		Violife: Service level challenges not expected	



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●	CRACKERS	Mary's Gone Crackers: Service level challenges not expected	
		Back To Nature: Service level challenges not expected	
		Simple Mills: Service level challenges not expected	
●	BOTTLED WATER	Lacroix: Service level challenges not expected	
		Waterloo: Service level challenges not expected	
		Mountain Valley Spring: Service level challenges not expected	
●	SOUP	Amy's: Service level challenges not expected	
		Pacific Foods: Service level challenges not expected	
		Kettle And Fire: Service level challenges not expected	
●	MILK	Horizon Organic Dairy: Plant downtime causing shortages in the West	July 23
		Oatly: Service level challenges not expected	
		Organic Valley: Service level challenges not expected	
●	EGGS	Vital Farms: Service level challenges not expected	
		Organic Valley: building supply on pasture eggs	December 23
		Alfresco Eggs: Service level challenges not expected	